

Guidelines for 'Construction of Fish Kiosks including Kiosks of Aquarium / Ornamental Fish' under the component: Infrastructure and Post-Harvest Management of the CS Scheme-PMMSY

1. BACKGROUND

The State of Odisha is endowed with vast and varied Inland Fishery resources potential which if harnessed to the sustainable optimal level can bring about significant change in the fish production scenario. Fish production in the state had increased during the last 5 years from 4.70 lakh MTs during 2014-15 to 8.16 Lakh MTs in 2019-20. There is a need for setting up of hygienic fish vending centers and aquarium shops to enable the consumers to purchase quality fish and fishery products. The scheme aims to promote setting up of hygienic fish selling Kiosks including aquarium / ornamental fish in the state of Odisha through private entrepreneurs under CS Scheme PMMSY.

2. OBJECTIVES

- To establish modern hygienic fish selling Kiosks in the State for supply of fresh, hygienic & quality fish and fishery products to the consumers.
- To make available the aquarium/ornamental fishes to the consumers.
- To keep the fish in a fresh condition preventing loss during vending period.
- To fulfil the demand of fish and fishery products in the cities and towns of Odisha.
- To provide reasonable returns to the operators of fish kiosks and fishers who supply fish to the kiosks.

3. IMPLEMENTATION TARGET & AREA OF OPERATION

This scheme shall be implemented in the State of Odisha. The district-wise annual target shall be communicated by the Directorate of Fisheries at the beginning of the financial year. The target is interchangeable depending on potential of the Districts.

4. ELIGIBILITY CRITERIA FOR BENEFICIARIES

The following are the eligibility criteria of the beneficiary

- i. Must be a permanent resident of Odisha and must possess identity and residential proof including Aadhar card.
- ii. Must have a bank account in his/her name in the State of Odisha.
- iii. An individual entrepreneur, SHGs, Joint Liability Groups, Fisheries Cooperatives, Group of fishers and fish farmers etc. shall be considered as beneficiary.



5. UNIT COST AND SUBSIDY ASSISTANCE

SL. No.	Item	Unit Cost (Rs. in Lakhs)	Government Assistance (Rs.in Lakhs)	
			General (40%)	SC/ST/Women (60%)
1	Construction of Fish Kiosks including Kiosks of Aquarium / Ornamental Fish	10.00	4.00	6.00

- As per the CS Scheme PMMSY, 40% subsidy assistance shall be provided to General Category and 60% to SC/ ST/ Woman Categories of beneficiaries.
- Subsidy shall be provided on the unit cost of Fish Kiosk as per actual with a ceiling of Rs10.00 lakhs.

6. MODE OF FINANCING

The scheme to be implemented either through bank finance or self-financing.

7. IMPLEMENTATION PROCEDURE AND RELEASE OF SUBSIDY

- i. The scheme shall be implemented by the Directorate of Fisheries, Odisha through the concerned District Fisheries Officers.
- ii. The scheme shall be advertised by the Directorate of Fisheries through the website and newspapers for wide publication.
- iii. A State Level Technical Committee (SLTC) under Chairpersonship of the Director of Fisheries, Odisha shall be constituted for implementation of this scheme. The other members of the committee may include representative of Central Institute of Fresh Water Aquaculture (CIFA) and concerned Officers of the Directorate of Fisheries and Fishery Engineering Division (FED). The Technical Committee is empowered to invite additional experts or professionals to be a member of the committee.
- iv. The beneficiary shall submit a self-contained DPR to the Directorate of Fisheries both through E-mail (director.odifish@gmail.com) and in hardcopy form through speed post /registered post or courier services. The self-contained DPR shall include the following:
 - a. Justification & techno-economical details including presence of the hygienic fish Kiosks in the locality, technical specifications of the components of the fish Kiosks, capital cost and the recurring cost involved etc.
 - b. Beneficiaries having existing market/ shops of adequate dimensions either owned or on long term lease of at least 10 years primarily in urban areas/ cities existing shopping Malls/ market complexes will also be supported for establishing a modern fish Kiosk. Support for such Kiosk will be given for creation of need based marketing infrastructure like display cabins, refrigeration facilities, storage facilities, live fish handing facilities, furniture and fixtures, etc.

- c. In the DPR up to 10% of the unit cost should be earmarked for e-marketing/ e-trading, branding and promotional activities for marketing.
 - d. Details of anticipated direct & indirect employment generation to local population, contribution for enhancement of fish sales, specific time lines for implementation of project etc.
 - e. Documentary evidence of availability of requisite minimum land (either own/registered lease document) free from encroachments and encumbrances; necessary clearance / permission if any required.
 - f. In case of leased land, the lease period/agreement should not be less than a minimum period of 10 years from the date of submission of DPR/SCP and the registered lease document needs to be submitted along with the DPR/SCP.
 - g. Identity proof (Aadhar Card) and residential proof of the applicant must be submitted along with the DPR.
- v. All the applications along with the Self-Contained DPR will be scrutinized by the SLTC and the eligible applications will be finalised.
 - vi. The finalised list of beneficiaries approved by the SLTC along with copy of the proposals and the recommendations of the SLTC shall be communicated to the respective District Fisheries Officer (DFO) for field verification and the Go-ahead letter shall be issued by the DFO to the beneficiary with a copy marked to the concerned bank where the beneficiary will be availing loan for construction of the Fish Kiosks.
 - vii. After receipt of the Go-ahead letter, the beneficiary shall start the construction work and complete the work as per the timeline given in the DPR/SCP submitted by the beneficiary.
 - viii. The three stage geo-tagged photograph of the project shall be taken by AFO along with the beneficiary before, during and after completion of the project.
 - ix. After completion of the fish Kiosks construction work, AFO through DFO shall intimate the SLTC for verification of the fish retail market.
 - x. After obtaining the report of the DFO regarding completion of the project, the Fish Kiosks shall be inspected by the State Level Technical Committee along with the representative of the Bank for recommendation for release of subsidy.
 - xi. The subsidy of the completed projects shall be released within a fortnight after verification by the SLTC.
 - xii. A Sign board must be displayed on the Project site with details of scheme, funding, subsidy, area, name & address of beneficiary, year of implementation etc.
 - xiii. The back ended subsidy shall be released directly to the beneficiary account on completion of the project through DBT/RTGS/NEFT.

8. **TERMS AND CONDITIONS FOR BENEFICIARIES**

- i. The Govt. Assistance shall be restricted to one unit for individual beneficiary



- ii. The beneficiaries must ensure that the fish kiosks are in hygienic condition
- iii. Supply of quality fish & shrimp to the consumers at reasonable price must be ensured by the beneficiary.
- iv. All the operational, maintenance and post construction management cost of the infrastructure facilities shall be borne by the beneficiary and the kiosk will kept in operational condition.
- v. The beneficiary will display a board at the site to the effect that the fish kiosk is constructed with Govt. Financial Assistance under PMMSY of the Department of Fisheries, Ministry of Fisheries, Animal husbandry and Dairying.
- vi. Government shall not be responsible for any losses incurred on procurement, operation, maintenance and management of the Fish Kiosk.
- vii. Beneficiaries shall abide by rules/regulations towards food quality standards etc., if any, imposed by the State/Central Government on maintenance & operation of the Fish Kiosk.
- viii. Priority will be given for establishment of these Fish Kiosks in urban areas.
- ix. Identification of beneficiaries must be made with Aadhar linking at the time of submission of application.
- x. All the projects under the scheme must be Geo-tagged and the list of beneficiaries is to be uploaded in the website of Directorate of Fisheries for maintaining transparency.
- xi. The District Fisheries Officers must ensure that the beneficiaries directly purchase items for installation of the unit from genuine firms with GSTIN number. Only GST bills of beneficiaries are to be accepted by District Fisheries Officers for release of subsidy.
- xii. Subsidy shall be calculated and released to the beneficiary based on the actual unit cost incurred, subject to a maximum subsidy as specified under the scheme.
- xiii. No additional manpower or Consultant shall be engaged for implementation of the scheme.

9. **MONITORING AND SUPERVISION**

The developed units shall be monitored, supervised and verified periodically by the supervising officers of Directorate of Fisheries to ensure achievement of the objectives.



DIRECTOR OF FISHERIES, ODISHA

Application for 'Construction of Fish Kiosks including Kiosks of Aquarium / Ornamental Fish' under the component: Infrastructure and Post-Harvest Management of the CS Scheme-PMMSY

1. Name of the Applicant
2. Father's/Husband's Name
3. Gender
4. Age
5. Address

Passport
Size Photo

(Self
Attested)

Village:

G.P:

Post:

Block:

District:

PIN:

6. Mobile Number of the Applicant:
7. Category (Gen/SC/ST):

(Caste certificate be submitted with the application/uploaded)

8. Land particulars for the Kiosk:

a. Details of land

- i. Tahasil
- ii. Revenue Mouza
- iii. Plot No
- iv. Khata No
- v. Gross Area
- vi. District

b. Whether ownership of land is in the name of applicant (Yes/No):

(Attach/ Upload photocopy of land documents on which the Kiosk is to be established)

1.
 - i. Whether inherited/ joint property:
 - ii. Name of the land owner:
 - iii. Relationship with the owner:

(Attach/ upload affidavit copy made before the Executive Magistrate for use of land for the proposed project)

- iv. Whether leased land (Yes/No)
- v. Period of lease

(Attach/ upload the registered lease agreement)

10. Previous experience, if any?

11. Identification proof:

(Proof of Identity card such as Voter ID, passport, Driving Licence etc. be submitted/uploaded))

12. Ratio of the Funding pattern – (Bank finance and Self finance):

(Consent letter from the bank be attached/uploaded)

13. Bank Details of the Applicant:

- i. Bank
- ii. Branch
- iii. Account No
- iv. IFSC

14. Whether any financial Assistance has been availed for the proposed Kiosk from Govt./private Organisation.

I, Sri/Smt./Kumari _____ Son/daughter/wife of _____
of Village _____ Post _____
PS _____ Block _____ District _____ do hereby
declare that the above facts are true and correct to the best of my knowledge
and belief. I also declare to utilize the Govt. assistance abiding by the rules and
guidelines of the Government.

Signature of the applicant

List of self signed documents to be attached:

1. Self contained Proposal (SCR)
2. Photocopy of Land Documents
3. Photocopy of Aadhaar Card
4. Photocopy of 1st page of Bank Passbook
5. Photocopy of Caste certificate
6. Bank consent letter
7. Undertaking to the effect that he/she has not availed subsidy/assistance for the same activity under any Govt. Scheme or from any agency

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